



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/13 thru 07/19

(prices in dollars per carton)

Fri. Jul 13, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		39.2% of 17,000 stores				24.4% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.56	660	0.92			440	1.33			870	0.72
	White 18 pack			460	2.15	10	2.00	90	1.94			300	1.15
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	220	0.92	1,130	0.96			740	0.92	350	0.82	1,870	0.75
SPECIALTY	White 18 pack							490	1.65			1,940	1.25
	Brown 12 pack			120	0.99								
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	390	4.00	1,230	3.51	120	3.56	1,010	3.25			600	3.51
	OMEGA-3												
CAGE-FREE	White 12 pack			550	2.30	120	2.50	830	2.33			300	2.19
	Brown 12 pack			280	2.67			190	2.05			210	2.52
	CAGE-FREE												
	White 12 pack			20	2.29							120	1.99
	Brown 12 pack	120	2.50	800	2.29			380	2.14			470	2.27

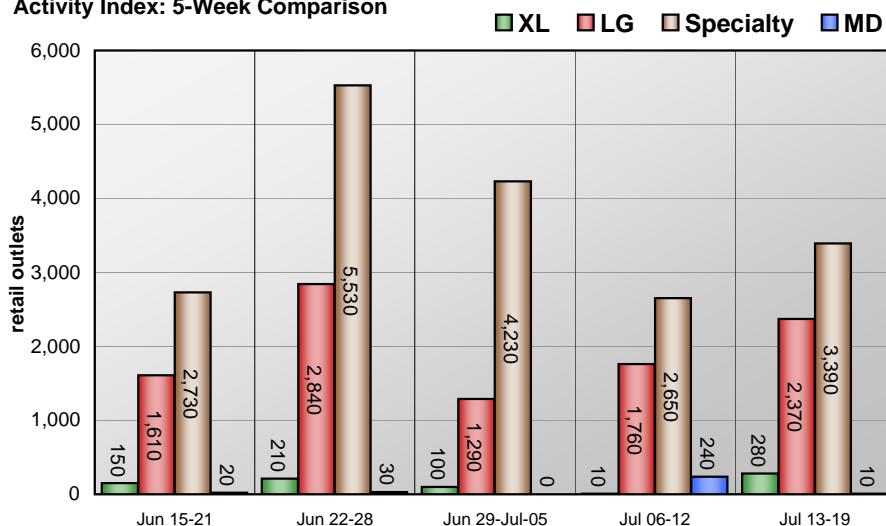
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,650	1,770	5,330	Large Eggs on
Specialty	3,390	2,650	1,700	Jul-09-2007
Total (includes MD)	6,050	4,660	7,750	362.8
Special Rate 4/:	15.8%	4.9%	11.7%	up 2%

5/: 1,000's of 30-doz cases

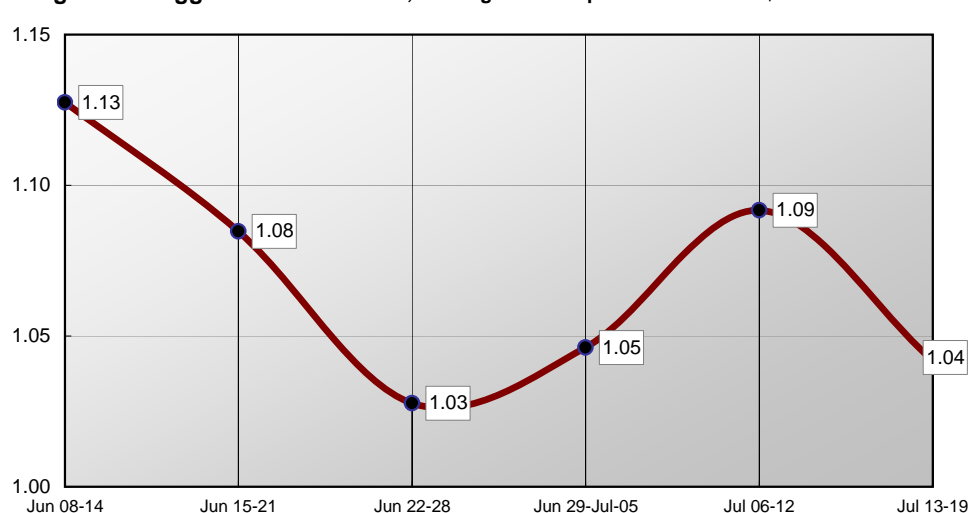
SHELL EGG and EGG PRODUCTS FEATURING

This week's promotional activity on regular shell eggs is up 50% over the previous week yet down 50% compared to the same week a year ago. The average price to consumers for Grade A or better Large white eggs declined slightly. There is an increase in "buy 1, get 1 free" and in "egg coupons" this ad cycle. The Southeast region is very quiet as most activity is in the Southwest and Northwest regions. Specialty shell egg ads are more common than both last week and last year. USDA Certified Organic brown eggs are very active and continue as the frontrunner in this sector. Omega-3 white eggs and Cage Free brown eggs remain visible. In the egg products sector, liquid egg activity is higher, 14-16 ounce carton ad frequency increased 75%. The average feature price on all sized containers is higher than the previous week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		46.0% of 3,800 sampled outlets						9.3% of 4,700 sampled outlets						32.2% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 2,520 (includes Medium)						Activity Index = 450 (includes Medium)						Activity Index = 960 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19										0.48 - 0.88	30	0.69
	White 18 pack																1.00	10	1.00
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.00	20	1.00	0.88 - 1.00	100	0.93	0.88 - 1.00	340	0.98	0.88	100	0.88	0.77 - 1.29	750	0.94
	White 18 pack																		
	Brown 12 pack				0.99	120	0.99												
MEDIUM		White 12 pack						White 12 pack						White 12 pack			0.57		
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack		4.00	390	4.00	2.99 - 4.00	660	3.84			2.99	10	2.99				2.50	10	2.50
	OMEGA-3																		
	White 12 pack					2.00 - 2.50	520	2.32									1.88 - 2.00	30	1.94
	Brown 12 pack					1.69 - 2.79	280	2.67											
	CAGE-FREE																		
	White 12 pack					2.29	20	2.29											
	Brown 12 pack		2.50	120	2.50	2.50 - 2.79	380	2.66									2.00 - 2.50	20	2.16
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		55.2% of 2,700 sampled outlets						63.4% of 1,900 sampled outlets						83.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,100 (includes Medium)						Activity Index = 120 (includes Medium)						Activity Index = 900 (includes Medium)					
USDA GRADE AA	White 12 pack	1.56	60	1.56	0.79 - 1.00	530	0.94				0.49 - 1.19	50	0.80				0.49 - 1.19	40	0.86
	White 18 pack				1.00	30	1.00				1.50	10	1.50				1.00 - 2.50	410	2.28
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.77 - 1.00	20	0.95												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack					2.99 - 3.29	120	3.18			3.29 - 3.49	60	3.36				2.99 - 3.49	370	3.10
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack					1.89 - 2.50	320	1.93									1.99	80	1.99

Note: See page 1 for explanatory notes.



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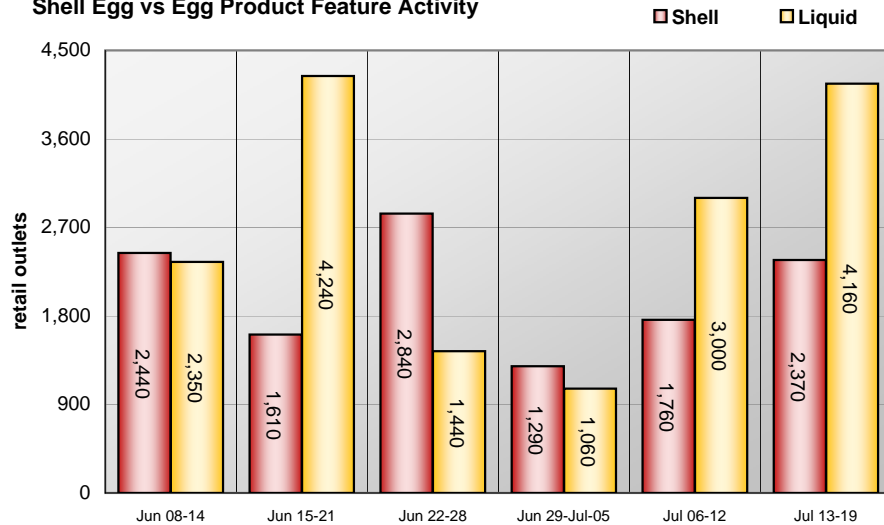
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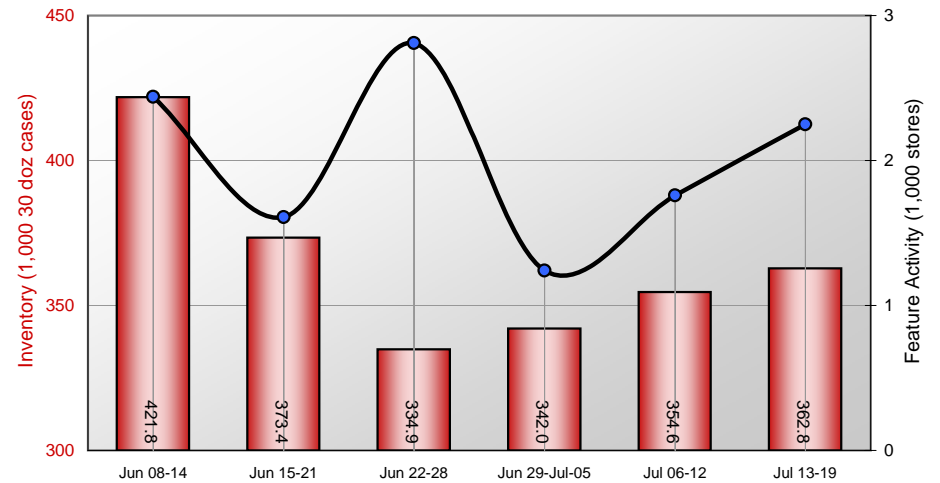
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	24.3%	16.9%	43.8% of 3,800 sampled	27.7% of 4,700 sampled	1.6% of 2,900 sampled	17.3% of 2,700 sampled	30.0% of 1,900 sampled	7.9% of 1,000 sampled
2/ Activity Index	4,160	3,000	Activity Index = 1,820	Activity Index = 1,350	Activity Index = 40	Activity Index = 10	Activity Index = 860	Activity Index = 80
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	2,860 2.44	1,630 2.40	1.99 - 2.99 1,270 2.44	2.19 - 2.99 1,060 2.26	2.50 - 3.00 30 2.70	1.98 10 1.98	1.99 - 3.00 410 2.77	3.00 80 3.00
32 oz. carton	850 3.94	900 3.89	3.99 - 4.99 410 4.41	3.18 - 3.99 290 3.46	4.99 10 4.99		3.50 140 3.50	
3 - 4 oz. cups	310 3.00	330 2.20					3.00 310 3.00	
2 - 8 oz. cups	140 3.00	140 3.00	3.00 140 3.00					

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.